SMART BRAND BUILDER

BrandsThatPunch™

Punch Branding

ONE THING MORE IMPORTANT THAN LOGO

Founders rarely think about it.
World-class brands obsess over it.

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It’s the first thing your audience feels, before they read your name or hear your story.

It’s the quickest way to earn trust, to signal who you are and what you stand for in a single glance.

It’s the line between brands people remember and businesses they forget.

And once you understand how it works, your brand becomes sharper, clearer, and instantly more recognisable.

Colour does more for your brand than your logo ever will.

Each colour slide shows how small businesses can use it to influence emotion, stand out in their market, and make smarter branding decisions every day.

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BACKGROUND :

Pantone 286 C
HEX: #0033A0

Pantone 300 C
HEX: #005EB8

Reflex Blue C
HEX: #001489

Pantone 293 C
HEX: #003DA5

Pantone 7686 C
HEX: #1E4C9A

Blue

33% BRANDS USE

The world’s default “trust” colour.

— BUILDS CREDIBILITY INSTANTLY.
— LOWERS ANXIETY AND TENSION.
— SIGNALS INTELLIGENCE AND STABILITY.

MOOD →	BRAND
Trust →	PayPal
Calm →	Facebook
Stability →	Ford
Logic →	IBM
Dependability →	Dell
Clarity →	LinkedIn
Security →	Visa
Professionalism →	Intel
Honesty →	Oral-B
Confidence →	AmEx

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BACKGROUND :

Pantone 1788 C
HEX: #F93822

Pantone 485 C
HEX: #DA291C

Pantone 186 C
HEX: #C8102E

Pantone 1795 C
HEX: #D22630

Pantone 200 C
HEX: #BA0C2F

Red

18% BRANDS USE

The most attention-grabbing colour on Earth.

— DRIVES URGENCY AND FAST DECISIONS.
— BOOSTS VISIBILITY AND RECALL.
— SPARKS APPETITE AND EXCITEMENT.

MOOD →	BRAND
Energy	Coca-Cola
Urgency →	YouTube
Passion →	Netflix
Appetite →	KFC
Alertness →	Target
Creativity →	Lego
Precision →	Canon
Confidence →	Adobe
Boldness →	Virgin
Authority →	CNN

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BACKGROUND :

Pantone 347 C
HEX: #009A44

Pantone 354 C
HEX: #00B140

Pantone 3405 C
HEX: #00AF66

Pantone 355 C
HEX: #009639

Pantone 368 C
HEX: #8BC53F

Green

14% BRANDS USE

The colour of growth and reassurance.

— SUGGESTS BALANCE AND WELL-BEING.
— EVOKES RENEWAL AND HEALTH.
— CONNECTS INSTANTLY TO NATURE.

MOOD →	BRAND
Growth →	Starbucks
Health →	Whole Foods
Balance →	Tropicana
Renewal →	Spotify
Nature →	Land Rover
Freshness →	7UP
Sustainability →	Timberland
Harmony →	Perrier
Well-being →	Mint
Reassurance →	Android

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BACKGROUND :

Pantone Black C
HEX: #2D2926

Pantone Black 6C
HEX: #101820

Pantone Black 7C
HEX: #3D3935

Pantone Black 3C
HEX: #212721

Neutral Black C
HEX: #222223

Black

10% BRANDS USE

The strongest symbol of power and precision.

— FEELS PREMIUM, CONTROLLED, TECHNICAL.
— ADDS AUTHORITY AND TIMELESSNESS.
— WORKS ACROSS LUXURY AND MINIMALISM.

MOOD	BRAND
Power	Nike
Sophistication	Chanel
Precision	Mercedes-Benz
Authority	BBC
Minimalism	Muji
Confidence	Boss
Seriousness	NYT
Modernity	Beats
Luxury	Prada
Control	Sony

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BACKGROUND :

Pantone Cool Gray 7 C
HEX: #97999B

CoolGray 11 C
HEX: #53565A

Pantone 877 C
HEX: #8A8D8F

Warm Gray 3 C
HEX: #BFB8AF

Pantone 430 C
HEX: #A2AAAD

Grey/Silve

9% BRANDS USE

The colour of neutrality and modern engineering.

— SIGNALS BALANCE AND SERIOUSNESS.
— ADDS TECHNICAL DEPTH.
— WORKS IN PREMIUM AND UTILITARIAN SPACES.

MOOD	BRAND
Modernity →	Apple (aluminium)
Professionalism →	Lexus
Neutrality →	Wikipedia
Precision →	Siemens
Maturity →	Nissan
Engineering →	Bose
Balance →	Uniqlo
Reliability →	Hyundai
Steadiness →	Toyota
Sophistication →	Montblanc

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BACKGROUND :

Pantone 2685 C
HEX: #2E1A87

Pantone 2597 C
HEX: #6A1B9A

Pantone 266 C
HEX: #652D90

Pantone 2645 C
HEX: #A391C6

Pantone 2587 C
HEX: #86318C

Purple

8% BRANDS USE

The colour of imagination and elevation.

—FEELS CREATIVE AND UNIQUE.
— SIGNALS LUXURY AND DEPTH.
— ADDS SOPHISTICATION WITHOUT AGGRESSION.

MOOD	BRAND
Creativity →	Twitch
Luxury →	Cadbury
Imagination →	Yahoo
Wisdom →	Coursera
Mystery →	SyFy
Originality →	T-Mobile
Ambition →	Premier League
Transformation →	Kendra Scott
Prestige →	Hallmark
Edge →	FedEx (accent)

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BACKGROUND :

Pantone 109 C
HEX: #FEDD00

Pantone 116 C
HEX: #FFCD00

Pantone 123 C
HEX: #FFC72C

Pantone 012 C
HEX: #FFD700

Pantone 7406 C
HEX: #F5D000

Yellow

7% BRANDS USE

The colour of clarity and optimism.

— **TRIGGERS POSITIVITY AND WARMTH.**
— **ENHANCES CREATIVITY AND VISIBILITY.**
— **FEELS ACCESSIBLE AND FRIENDLY.**

MOOD →	BRAND
Optimism →	IKEA
Warmth →	McDonald’s
Creativity →	Nat Geo
Youth →	Pokémon
Friendliness →	Snapchat
Energy →	DHL
Joy →	Chupa Chups
Playfulness →	Minions
Confidence →	Nikon
Approachability →	Subway (accent)

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BACKGROUND :

Pantone Orange 021 C
HEX: #FE5000

Pantone 165 C
HEX: #FF6A13

Pantone 1505 C
HEX: #FF6A00

Pantone 1585 C
HEX: #FF7F32

Pantone 1375 C
HEX: #FF8F1C

Orange

6% BRANDS USE

The colour of enthusiasm and momentum.

— DRIVES PLAYFUL, FAST ENGAGEMENT.
— SIGNALS AFFORDABILITY AND ACTION.
— ADDS WARMTH WITHOUT AGGRESSION.

MOOD →	BRAND
Enthusiasm →	Fanta
Play →	Nickelodeon
Affordability →	Amazon (smile)
Excitement →	Harley-Davidson
Friendliness →	B&Q
Youth →	Blogger
Positivity →	Gulf
Energy →	Tinder
Immediacy →	JustEat
Vibrancy →	Orange Telecom

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BACKGROUND :
Pantone 212 C
HEX: #EA4C89

Pink

5%
BRANDS
USE

The colour of comfort, joy, and modern playfulness.

— SOFT BRANDS USE IT FOR WARMTH.
— BOLD BRANDS USE IT FOR REBELLION.
— ONE OF THE FASTEST-RISING MODERN BRAND HUES.

Pantone 1895 C
HEX: #FFAEC9

Pantone 226 C
HEX: #D62598

Pantone 705 C
HEX: #F7E7EB

Pantone 1777 C
HEX: #FF4F70

MOOD	BRAND
Joy →	Barbie
Comfort →	Baskin Robbins
Modern softness →	Airbnb (accent)
Creativity →	Canva
Warmth →	Dunkin’
Community →	Lyft
Rebellion →	Glossier
Youth →	Pinterest
Style →	Victoria’s Secret
Fun →	T-Mobile

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BACKGROUND :

1. Pantone White
HEX: #FFFFFF

Pantone 663 C
HEX: #F6F7F9

Pantone 649 C
HEX: #E8EFF4

Pantone 7499 C
HEX: #F4E9CD

Warm Gray 1 C
HEX: #F2F0EB

White

4% BRANDS USE

The colour of clarity and purity.

— CREATES SPACE AND FOCUS
— ENHANCES SIMPLICITY AND TRUST
—WORKS AS A UNIVERSAL AMPLIFIER

MOOD	BRAND
Purity →	The Ordinary
Simplicity →	Apple
Calm →	Muji
Cleanliness →	Dove
Honesty →	Oatly
Modernity →	Tesla
Softness →	Everlane
Freshness →	Glossier
Neutrality →	Uber
Lightness →	Airbnb

Pantone does not offer “tinted whites” the way it other colors. In Pantone, White is literally the absence of ink.

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BACKGROUND :

Pantone 469 C
HEX: #6C2C06

Pantone 4625 C
HEX: #4B1F0F

Pantone 7583 C
HEX: #A15325

Pantone 7517 C
HEX: #8B4721

Pantone 4635 C
HEX: #9E6A4E

Brown

4% BRANDS USE

The colour of groundedness and heritage.

— EVOKES WARMTH AND CRAFTSMANSHIP.
— IDEAL FOR FOOD, COFFEE, AND OUTDOORS.
— SUGGESTS AUTHENTICITY AND STABILITY.

MOOD	BRAND
Heritage →	UPS
Warmth →	Hershey’s
Craft →	Timberland
Earthiness →	Nespresso
Authenticity →	A&W
Naturalness →	Whole Foods
Woodland →	Barbour
Organic →	Kind
Soil →	Patagonia
Stability →	Louis Vuitton

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BACKGROUND :

Pantone 871 C
HEX: #84754E

Pantone 872 C
HEX: #85714D

Pantone 873 C
HEX: #866D4B

Pantone 7406 C
HEX: #F5D000

Pantone 7555 C
HEX: #C6933F

Gold

3% BRANDS USE

The colour of value and prestige.

— SIGNALS ACHIEVEMENT AND EXCLUSIVITY.
— WORKS BEAUTIFULLY IN ACCENTS.
— ADDS INSTANT PERCEPTION OF QUALITY.

MOOD	BRAND
Prestige →	Rolex
Victory →	LA Lakers
Luxury →	Versace
Achievement →	Oscars
Heritage →	Lindt
Royalty →	Ritz Carlton
Premium →	Häagen-Dazs
Exclusivity →	Moët & Chandon
Refinement →	Bentley
Symbolism →	NatGeo

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Colour popularity among major global brands

Blue	33%
Red	18%
Green	14%
Black	10%
Grey/Silver	9%
Purple	8%
Yellow	7%
Orange	6%
Pink	5%
White	4%
Brown	4%
Gold	3%

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The smart way to make your brand instantly recognisable.

Logos identify you.
Colour defines you.
And consistency makes people remember you.

Build your colour system the smart way with our Minimum Viable Brand (MVB) process.

Download Workbook

brandsthatpunch.com/sbb

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